

TO: Greg Davenport  
FROM: Kathy McGrath/Event Marketing  
SUBJECT: The South Carolina State Fair

DATE: September 30, 1996

Marlboro Community Event Marketing will participate in the South Carolina State Fair from **October 3 - 13, 1996**. Specific information is as follows:

**EVENT:** South Carolina State Fair

**DATES:** October 3 - 13, 1996

**FAIR HOURS:** Sundays Noon - 11 p.m.  
All Other Days Noon - Midnight

**LOCATION:** South Carolina State Fairgrounds

**CONCERT INFO:** Date: Wednesday, October 9  
Time: 7:30 PM  
Talent: "Double Trouble Tour" Starring Travis Tritt and Marty Stuart

**PROMOTER CONTACT:** Mr. Gary Goodman  
General Manager  
South Carolina State Fair  
Phone: (803) 799-3387

**PHILIP MORRIS ACTIVITIES:**

In consideration for Philip Morris' sponsorship and for providing talent for the Concert, the Promoter grants Philip Morris the following sponsorship rights:

- The exclusive use of a 10' x 22' space to operate a promotional tent and three promotional kiosks, located at the same site as the 1993 Fair, for the purpose of soliciting participation in one or more giveaways;
- The exclusive right to conduct tobacco sales and name generation activities, and to distribute branded incentive items among smokers, 21 years of age or older, in the area around the promotional tent;
- The right to hang Marlboro brand banners on and around the promotional tent and the promotional kiosks;
- One hundred fifty (150) complimentary Fair passes, with parking privileges valid for each day of the Fair;
- Three (3) complimentary VIP parking passes for each day of the Fair;
- One hundred fifty (150) complimentary Concert tickets and seventy-five (75) complimentary parking passes;
- Two (2) complimentary security parking and admission passes for each day of the Fair;
- Sufficient space for the placement of a security truck to store Philip Morris items and additional secured space to store a Philip Morris recreational vehicle at the site of the Fair;
- Designation of the October 9, 1996 grandstand shows as the celebration of the "Marlboro Country Music Concert Night at the South Carolina State Fair"; and,
- The right to recognition in public announcements and print materials in connection with the Fair or the Concert and to approve, in advance, all print materials and public announcements which mention Philip Morris or the Marlboro brand.

COMMUNICATED MS MAIL 9/30/96 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

DOC #513

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**FIELD SALES  
CONTACT:**

Mr. James Gibbs  
Phone: (803) 735-0722

**SHIPMENT OF  
MATERIALS:**

The materials listed below have been shipped to:

Carolina Bonded Storage  
419 Gadsden Street  
Columbia, SC 29201  
Phone: (803) 252-4703

<u>ITEM</u>	<u>QUANTITY</u>
Towels	120
Duffle Bags	100
T-Shirts	360
Hats	576
Cassette Cases	1,000
Lighters	12,000
Banners: 3' x 5'	5
Pens	500

**Delivery:** No later than 9/23/96

All residual materials must be shipped to the next event.

**MANPOWER:**

Phoenix Marketing will handle all on-site Marlboro activities.

If you have any questions or concerns, please contact me at (212) 880-3984.

cc:	S. Anderson	S. Michas	M. Suter
	I. Broeman	J. Murillo	N. Suter
	J. Fontanez	V. Murphy	D. Tatum
	J. Gibbs	S. Norris	H. Turner
	D. Hingst	S. Sampson	T. Young
	A. MacRae	T. Shaughnessy	F. Vignone

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